



Not Just Once

Inside this Issue:

Partnering with the CIS	2
CIS Regional Contacts	2
Overview of CDC's Efforts	3
Mammography PSAs	4
HCFA Regional Contacts	4
Spotlight on Region I	5
White House Partnerships	6
NCI/HCFA Materials	7
Ordering Materials	7
Billing for Mammography	8

HCFA/NCI Mammography Materials Now Available:

- Large-print, easy-to-read brochure that describes mammography and the new Medicare benefit.
- Colorful poster with slogan and Medicare information, featuring an older woman.
- Bookmark that includes slogan and information on the new mammography benefit.
- Medicare hotline number and other important contact information included.
- All materials are available in English and Spanish.
- More information and a fax order form available inside this newsletter.

Welcome!

From Ta Budetti and Sandy Kappert

A brief note of thanks to all who recently attended "Opportunities for Collaboration: Increasing Mammography Rates," HCFA's meeting of Medicare mammography partners held in Atlanta, September 9-11, 1998.

We hope that you will agree that this meeting provided an excellent opportunity to learn up-to-date information about various partnerships underway to help educate women age 65 and older about the importance of regular screening mammograms, as well as to hear about how the National Cancer Institute and the Centers for Disease Control and Prevention can be a resource to you. We hope that you returned to your office with enthusiasm and innovative ideas about how to develop and strengthen partnerships to educate Medicare women about the new annual mammogram screening benefit.

This is the first in what we hope will be a bimonthly newsletter, designed to keep you informed of activities related to our 1998-1999 National Medicare Mammography Campaign. Please feel free to share this newsletter with anyone who may be able to use the information... and we will be happy to expand our distribution list to include other interested partners. If you are aware of a specific topic or would like to contribute an article or information, please contact Rachel Klugman in our Chicago office (phone: 312-886-5352, email: rklugman@hcfa.gov). As always, your comments and feedback are welcome. Please be in touch.

Sincerely,

Ta Budetti

Deputy Regional Administrator
HCFA Region V, Chicago

Sandy Kappert

Director, Division of Health Promotion
Center for Beneficiary Services, HCFA

1998-99 Mammography Campaign Materials Available



Our 1998-1999 mammography campaign materials, developed jointly with the National Cancer Institute (NCI), are now available through NCI's Cancer Information Service (CIS)! The materials carry the slogan "Mammograms: Not Just Once, But For a Lifetime," which adopts NCI's extensively-tested message. The materials are directed specifically at our Medicare audience, and are colorful, easy-to-read, and very attractive. Additional information on ordering these materials is included on page 5 of this newsletter. We encourage you to make use of the easy fax order form, included inside.



Utilizing The Resources At The Cancer Information Service

As part of the interagency agreement that HCFA has signed with the National Cancer Institute, the Cancer Information Service (CIS) can work with HCFA's Regional Offices (ROs), Peer Review Organizations (PROs), and others to develop a plan for distributing the new Medicare mammography materials, not only during key months such as October and May, but whenever opportunities for outreach to older women present themselves throughout the year. Some PROs and ROs may already be working with the CIS. We encourage you to call your regional CIS outreach program manager to arrange a meeting to discuss how you can best partner together. CIS can help you in developing a strategic plan for disseminating the new Medicare mammography materials, as well as how to utilize their consumer health profile system – a unique social marketing data base – that can help you target your local mammography outreach activities. A contact list is included below:

Region 1: CT, ME, MA, NH, RI, VT
Contacts: Russell Leshne (617) 632-3155; Alveta Haynes (617) 632-5689

Region 2: New York City, Long Island, Westchester Co, NY
Contacts: Anita McFarlane (212) 593-8245; Karen McCaul Crici (516) 673-5418

Region 3: NY State and W. PA
Contacts: Catherine Traino (716) 845-6793; Bonnie Woodworth (716) 845-6793; Abby Stalker (716) 845-6793

Region 4: Delaware, NJ, E. PA
Contacts: Denise James (215) 728-2754; James Thacker (215) 728-3689

Region 5: DC, MD, N. Virginia
Contact: LaVeda DaVone (410) 955-3636

Region 6: Georgia and the Carolinas
Contact Betsy Levitas 919-286-5837

Region 7: Florida, Puerto Rico
Contacts: Julie Kornfeld or Clarissa Monell (305) 243-4821; in Puerto Rico, Marta Sanchez (787) 767-1021

Region 8: Alabama, LA, MS
Contacts: Earl Sanders (205) 934-5291; A. Michelle Jean-Pierre (504) 568-6310

Region 9: Arkansas, Kentucky, TN
Contacts: Cheri Barnes (606) 257-4447; Misty Drake Smith (501) 686-7829; Tina Gill (501) 444-7700

Region 10: Ohio, So. Virginia, WV
Contacts: Patricia Smith (304) 599-1496; Darla Fickle (614) 566-4475; Becky Hartt Minor (804) 828-3998

Region 11: Iowa, Minnesota, Wisconsin, North Dakota, South Dakota
Contacts: Khari LaMarca (608) 255-0058; Kay Thiemann (507) 284-1072

Region 12: Indiana and Michigan
Contacts: Denise Ballard (313) 833-0715, ext. 7304, Donna Mozdian (317) 278-0073

Region 13: Illinois, Kansas, Missouri, and Nebraska
Contacts: Shelly Peterson (913) 588-3721; Cheryl Hunter (217) 524-1844

Region 14: Oklahoma and Texas
Contact: Stephanie Felner (713) 792-3363; Linda Moreno (713) 792-3363

Region 15: Alaska, No. Idaho, Montana, Oregon, Washington State
Contacts: June Strickland (206) 667-4957, Nigel Bush (206) 667-5688; Sandy Valko (206) 667-5688

Region 16: Arizona, Colorado, South Idaho, New Mexico, Utah, Wyoming
Contact: Alice Bradley (719) 776-3150

Region 17: Northern California
Contact Michelle Axel 510-429-2500; Martha Carillo-Brewer 510-429-2587

Region 18: Southern California
Contact: Eva Jackson (310) 794-0550

Region 19: Hawaii
Contact: Paula Higuchi (808) 586-5853, ext. 326

Overview of the CDC's National Breast and Cervical Cancer Early Detection Program

Recognizing the value of screening and early detection, Congress passed the Breast and Cervical Cancer Mortality Prevention Act in 1990. This act authorized the Centers for Disease Control and Prevention (CDC) to establish a national program to ensure that women for whom screening is recommended receive regular screening for breast and cervical cancer, prompt follow-up if necessary, and assurance that the tests are performed in accordance with current recommendations. CDC conducts many of these activities through partnerships with state and territorial health agencies, American Indian/Alaskan native organizations, and national organizations.

In fiscal year 1998, CDC entered into the eighth year of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), a landmark program that brings critical breast and cervical cancer screening services to underserved women, women with low income, and women of racial and ethnic minority groups.

HCFA is partnering with CDC to help better coordinate breast health services for Medicare women. In the past, many Medicare women have received mammograms through CDC's program on alternate years. As of January 1, 1998, with the expansion of the Medicare mammography benefit to an annual basis, CDC grantees are no longer reimbursing for mammograms provided to women 65 and older enrolled in Medicare Part B. HCFA is currently identifying opportunities to collaborate with CDC to help ensure that these women are transitioned into another service delivery system. PROs and ROs are encouraged to develop similar partnerships within their communities.

For additional information on CDC's National Breast and Cervical Cancer Early Detection Program contact:

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention
and Health Promotion, Mail Stop K-64
4770 Buford Highway, NE, Atlanta, GA 30341
(770) 488-4751
or visit CDC's website at <http://www.cdc.gov>.

CDC's National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

Comprehensive Screening Programs

- All 50 states
- American Samoa
- District of Columbia
- Northern Mariana Islands
- Republic of Palau
- U.S. Virgin Islands
- American Indian/Alaskan Native organizations
 - Arctic Slope Native Association, Alaska
 - Cherokee Nation, Oklahoma
 - Cheyenne River Sioux Tribe, South Dakota
 - Consolidates Tribal Health Project, California
 - Eastern Band of Cherokee Indians, North Carolina
 - Hopi Tribe, Arizona
 - Manilaq Association, Alaska
 - Native American Community Health Center, Inc., Arizona
 - Native American Rehabilitation Assn. of the Northwest, Oregon
 - Navajo Nation, New Mexico and Arizona
 - Pleasant Point Passamaquoddy Tribe, Maine
 - Poarch Band of Creek Indians, Alabama
 - South East Alaska Regional Health Consortium, Alaska
 - South Puget Intertribal Planning Agency, Washington
 - Southcentral Foundation, Alaska

Capacity Building Program

- Puerto Rico

MAMMOGRAPHY PUBLIC SERVICE ANNOUNCEMENTS HIT THE AIRWAVES!

Under the Balanced Budget Act (BBA), HCFA has been charged with reaching certain underserved populations to inform and educate these Medicare beneficiaries about the various health benefits created and promoted by the BBA, especially mammography. Medicare claims data shows that mammography rates for African-American women over age 65 are substantially lower than the rest of the population.

A recent HCFA survey evaluated the way certain gender and ethnic groups receive information. HCFA found that TV commercials were highly effective in influencing this target population. The effect of the advertising was enhanced when the PSAs were presented during

highly rated shows that featured recognized talent.

During the month of October and early November, HCFA's Office of Communications and Outreach Support ran a series of public service announcements (PSAs) focused on getting out the message to older African-American women about their increased risk of breast cancer. The PSAs included information on the new Medicare mammography benefit, and provided information on facilities where women could receive screenings.

The Medicare Mammography PSAs ran in 6 target cities: Atlanta, Chicago, Cleveland, Los Angeles, Philadelphia, and Washington, DC. The

spots ran during programs that included the Today Show, Good Morning America, Oprah, Regis & Kathie, the ABC daytime rotation, Dateline, and 60 Minutes.

**For more
information on
Medicare
mammography
efforts in your
state or community,
contact your HCFA
regional
mammography
coordinator.**

Helen Mulligan HCFA Region I John F. Kennedy Bldg. 2275, Boston, MA 02203 (617) 565-1296 hmulligan@hcfa.gov	Gloria Oyetubo HCFA Region IV 61 Forsyth Street, Suite 4T20 Atlanta, GA 30303 (404) 562-7217 goyetubo@hcfa.gov	Darcy Jakopcsek HCFA Region VII Boling Federal Building 601 E. 12th Street Kansas City, MO 64106-2808 (816) 426-2866 djakopcsek@hcfa.gov	Shirley Borderlon HCFA Region IX 75 Hawthorne Street San Francisco, CA 94105-3903 (415) 744-3613 sborderlon@hcfa.gov
Diane Tully HCFA Region II 26 Federal Plaza Room 3811 New York, NY 10278 (212) 264-8531 dtully@hcfa.gov	Rachel Klugman HCFA Region V 105 West Adams, 14th Floor Chicago, IL 60603 (312) 886-5352 rklugman@hcfa.gov	Mary Munoz HCFA Region VIII Federal Office Building 1961 Scout Street Room 522 Denver, CO 80294-3538 (303) 844-6149 mmunoz@hcfa.gov	Margaret Medley HCFA Region X 2201 Sixth Avenue, Mail Stop RX-40 Seattle, WA 98121-2500 (206) 615-2368 mmedley@hcfa.gov
Pat Lowry HCFA Region III 3535 Market Street, #3100 Philadelphia, PA 19104 (215) 861-4295 plowry@hcfa.gov	Linda Horsch HCFA Region VI 1301 Young Street, Room 833 Dallas, TX 75202-4348 (214) 767-4422 Lhorsch@hcfa.gov		

Spotlight on Region I:

Bells and Silence for Remembrance

In Region 1, the Northeast Health Care Quality Foundation continued its successful “Bells and Silence for Remembrance” campaign for October 1998, National Breast Cancer Awareness Month. This year, the Foundation sought out the participation of churches and synagogues in the states of Maine, New Hampshire and Vermont to promote October 3, 1998 as the day designated for church bells to ring and for synagogues to observe a moment of silence during Sabbath services in support of breast cancer victims, survivors and their families. The Foundation’s has received recognition for its mammogram education efforts from legislators in all three states.

In conjunction with the Northern New England Outreach Partnership, the Northeast Health Care Quality Foundation has also developed a new poster to educate women about the importance of mammograms and the changes in Medicare coverage. The poster will be distributed to pharmacies, hospitals, visiting nurse associations, agencies on aging and other senior centers and organizations.



The Fall issue of the Foundation’s “HEALTH Matters for Medicare Consumers” newsletter will contain an article encouraging women to get a mammogram and explaining the new changes to coverage. The Winter 1997 issue contained a listing of preventive care changes, including the expanded coverage for mammograms. At all patients rights presentations conducted by the PRO, women were encouraged to speak to their doctor about getting a mammogram. Media promotions for mammogram events and education were conducted during the month of October.

HCFA’s National Medicare Mammography Campaign salutes the Northeast Health Care Quality Foundation’s efforts, and is looking to expand the “Bells and Silence” initiative nationally in 1999. For more information on this initiative, please contact Region I’s Mammography Coordinator, Helen Mulligan, at (617) 565-1296.

Every other month, we offer the opportunity for regional offices and PROs to share information about activities underway in their communities. We invite you to email submissions for our next issue to rklugman@hcfa.gov. We’ll be sure to include your update.



HCFA Collaborates With White House on National Breast Cancer Awareness Activities

Committed to educating older women about the importance of detecting breast cancer early, First Lady Hillary Rodham Clinton, Secretary of the U.S. Department of Health and Human Services Donna Shalala, and the PHS Office on Women's Health launched a mammography awareness campaign in 1995. Aimed at women 65 and older, the campaign urges older women to have routine mammograms and promotes the use of Medicare coverage for mammogram screenings.

HCFA is working with the Office of the First Lady to collaborate with a network of corporate partners — ranging from the pharmaceutical industry to national chain department stores. These corporate partners are joining together to increase awareness of the new Medicare mammography benefit among older women. For example, Safeway Food Stores has partnered with HCFA and the Washington, DC ABC-TV affiliate to produce two public service announcements (PSAs) that aired during the month of May, 1998 for Mother's Day. Both of these PSAs focused on heightening older women's awareness of their increased risk of breast cancer.

On October 21, 1998, the White House sponsored a national breast cancer awareness event in the East Room to which HCFA received an official invitation in recognition of our agency's work in the area of Medicare mammography. In his address, President Clinton offered his personal commitment to older women and their fight against breast cancer, citing his own mother's struggle with the disease and her courage.

HCFA continues to partner with the Office of the First Lady and the White House's network of corporate sponsors. HCFA is glad to work with regional offices and PROs to help develop local partnerships and public service announcements, tailored to your communities. For more information on developing partnerships or on the efforts underway in the Office of the First Lady, please contact Rachel Klugman in our Chicago Regional Office at (312) 886-5352.

It's Easy to Order HCFA's Medicare Mammography Materials!

As many of you know, HCFA has been working in partnership with the National Cancer Institute (NCI) to develop a joint health promotion campaign for our Medicare mammography efforts. As part of this effort, HCFA has adopted NCI's slogan — "Mammograms: Not Just Once, But For A Lifetime..." — to assure a consistent message from the Department of Health and Human Services. NCI has worked to customize their breast cancer health promotion materials for our Medicare audience, including a booklet entitled, "Mammograms: Not Just Once, But For A Lifetime..." and a corresponding bookmark and poster. The materials and slogan have been tested extensively and the materials are colorful, attractive, and easy-to-read. All include Medicare information, details on the Medicare 1-800 number, and HCFA's logo. The materials have also been created in large print, and all are available in Spanish language.

HCFA has worked with NCI to develop a system where our partners can fax in an order form for these new materials directly through NCI's Cancer Information Service (CIS). A copy of this order form is attached below. Rather than ordering in bulk, we request that you order on an as needed basis, limiting your order to 5,000 per item. This new system will reduce unnecessary waste, and will help ensure a more systematic process of dissemination. Typically, orders will be filled within one to two weeks. **Please fax your order form to the CIS at: (301) 330-7968.**

National Cancer Institute/Health Care Financing Administration
Mammography Education and Promotion Materials



ORDER FORM

Name:

Title:

Organization:

Address:


City:

Zip Code:

Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
Mammograms... Not Just Once, But For A Lifetime Large-print, easy to read brochure that defines mammography, describes who needs this important examination, and Medicare information.	English	H496	8½ x 11	(maximum order 5000)
Spanish Version — See above.	Spanish	H497	8½ x 11	(maximum order 5000)
Older Woman Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20)	English	G500	11 x 17	(maximum order 5000)
Spanish Version — See above.	Spanish	G501	11 x 17	(maximum order 5000)
Older Woman Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage.	English	Z498	2 x 8	(maximum order 5000)
Spanish Version — See above.	Spanish	Z499	2 x 8	(maximum order 5000)
Pap Tests: A healthy habit for life Large-print, easy-to-read brochure that defines Pap tests, describes who needs this screening test, and includes Medicare information.	English	H345	8½ x 11	(maximum order 5000)

Update on Billing for Mammography Screening



Know Someone Who Should Be
Getting this Newsletter?

Call Us At (312) 353-1753
And We Will Add
Them To Our Mailing List.

On November 13, 1998, HCFA issued transmittal (TM) #1611 – Billing for Mammography Screening, advising of the removal of the requirement to apply age and frequency standards to screening mammography claims that have been converted to diagnostic when a radiologist results in additional films. In order to collect statistical data for these claims, systems must be modified to accept reporting of a GH modifier on the HCFA-1450 and HCFA-1500 Forms to be used when a screening mammogram becomes a diagnostic mammogram. For intermediaries, this will eliminate the need to report both screening and diagnostic mammograms on the same claim. The GH modifier definition will be “Diagnostic mammogram converted from screening mammogram on the same day.”

Fiscal Intermediaries were able to implement TM #1611 on October 1, 1998. Due to problems with system changes, carriers were not able to implement on time. HCFA has delayed the carriers implementation until January 1, 1999.

Regional offices are in the process of formally notifying their carriers of the change in implementation date and to provide additional instructions.

Carriers will also be instructed to insert only the diagnostic CPT/HCPCS code with the GH modifier on their claims. A screening ICD-9 V code is not necessary but can be included if desired. The claims will reject if only a CPT/HCPCS code and the GH modifier are used.

For additional questions, please contact Wendy Knarr in HCFA's Provider Purchasing and Administration Group, CHPP, through Maryland Relay (800)-735-2258 and have the agent call (410) 786-0843. Wendy can also be reached via email at wknorr@hcfa.gov.

The Not Just Once Newsletter is published bimonthly to provide timely information to HCFA's mammography partners. For more information, questions, or comments, please contact Ta Budetti or Rachel Klugman at HCFA's Chicago Regional Office, (312) 353-1753 or by mail: Not Just Once Newsletter, 105 W. Adams, 14th Floor, Chicago, Illinois 60603.